

Breathing life into the strategy and giving it wings to fly

David Harris 20.10.22

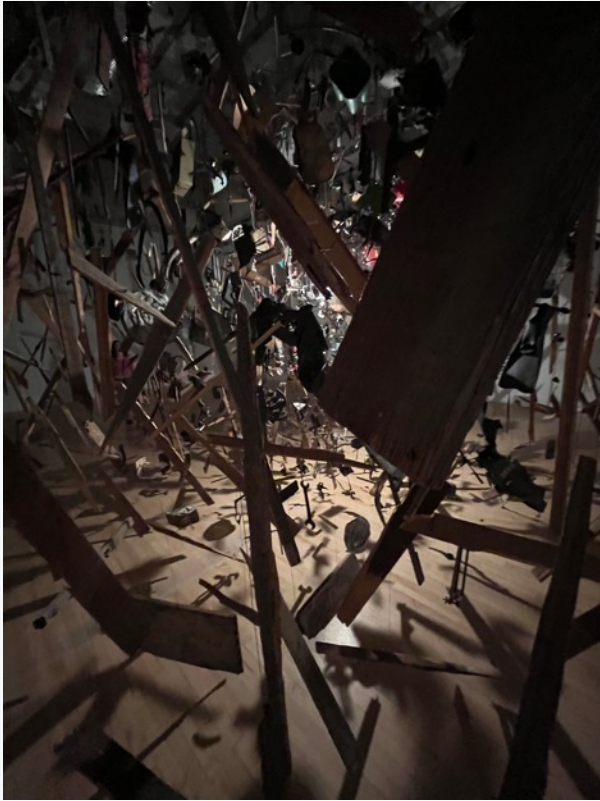
# Today

- **Who are we? (all)**
- Distinctive vs. Different
- The 'Why' of an idea
- **Break 5 mins**
- Connecting abstract thoughts
- **Ideation (2 min exercise)**
- Breathing life into a strategy
- **Breakout Sell an Apple watch (15 mins)**
- The obstacles to creativity
- **Break 10 mins**
- Big leap creative thinking
- What kind of idea have you got?
- Reframing
- Fat words
- **Homework**

**Who are we?**

David Harris





Disruption



Simplicity

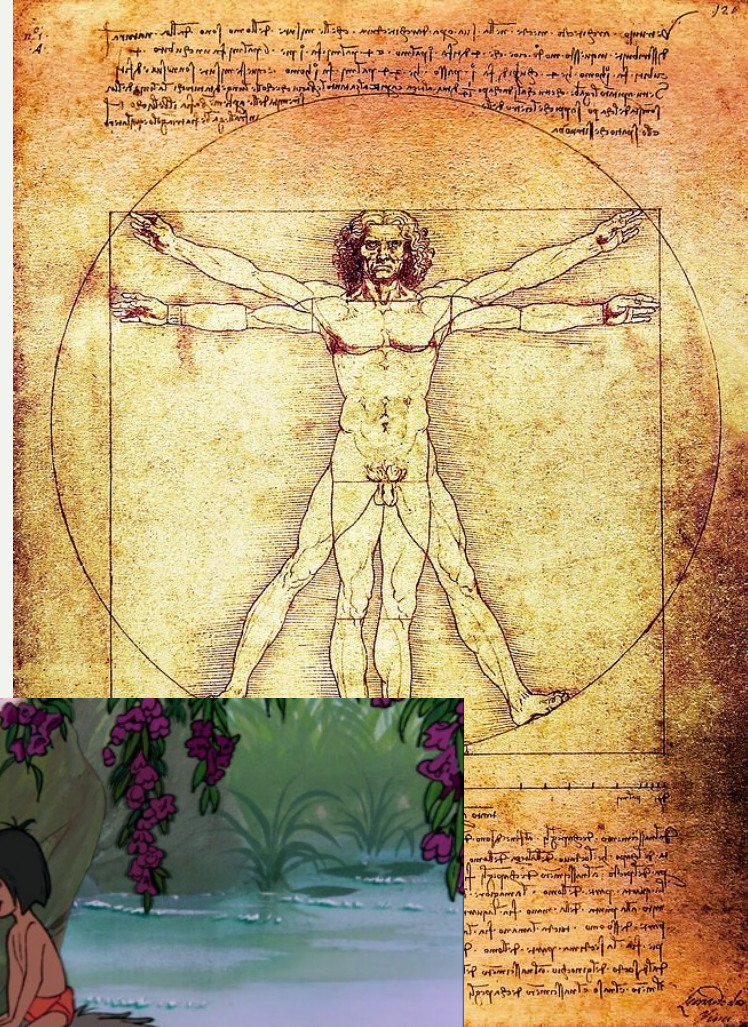


Magic

Louis Blattler



# Kyōryokuna



Stolid

Sagacious

Kyōryokuna - powerful - it can be used when referring to power in terms of intensity, force, or strength

Stolid - calm, dependable, show little emotion or animation

Sagacious - having or showing acute mental discernment and keen practical sense

# Brooke Law





**Composed**

**Trustworthy**

**Driven**

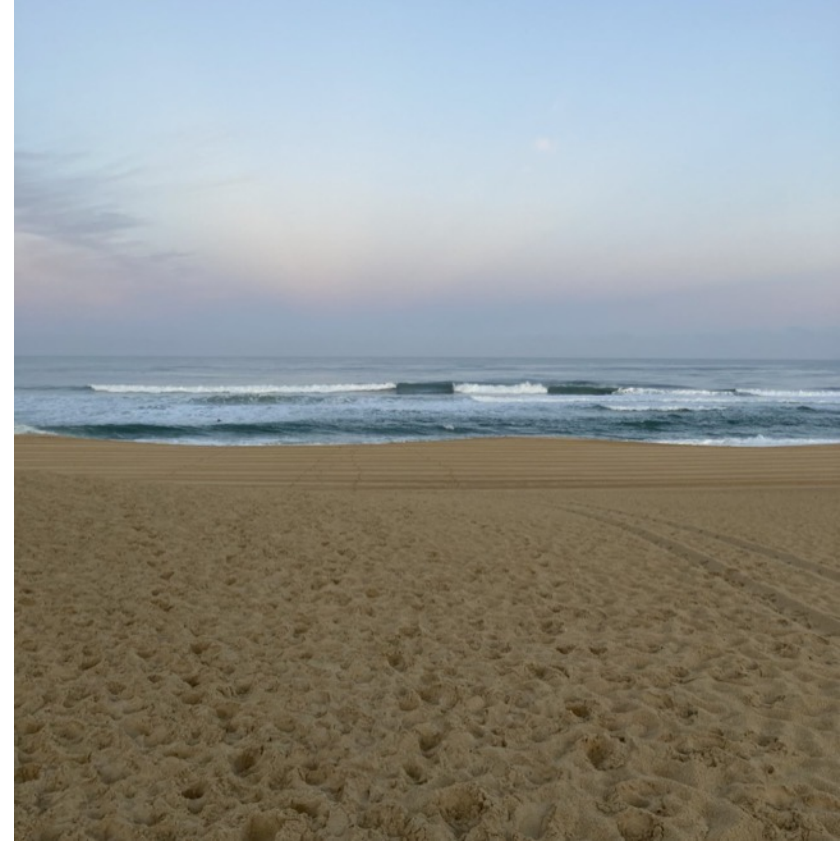
Megan Kuhn



Megan Kuhn



Humble  
Generous  
Spontaneous





# Lara Hudson

For David Harris Workshop 3

Energetic

Light-hearted

Togetherness



Ashleigh Palmer

I am..



NURTURING



HEALING



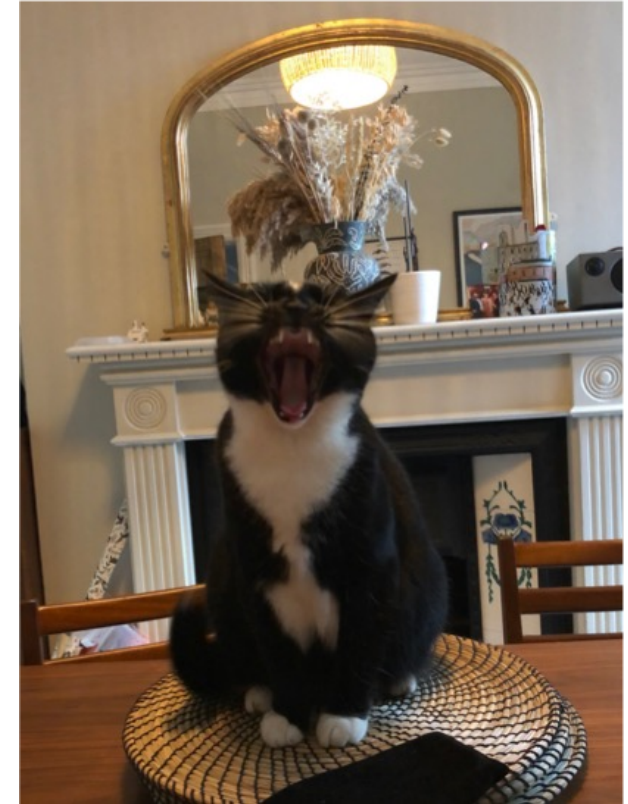
CREATIVE

Will Adams





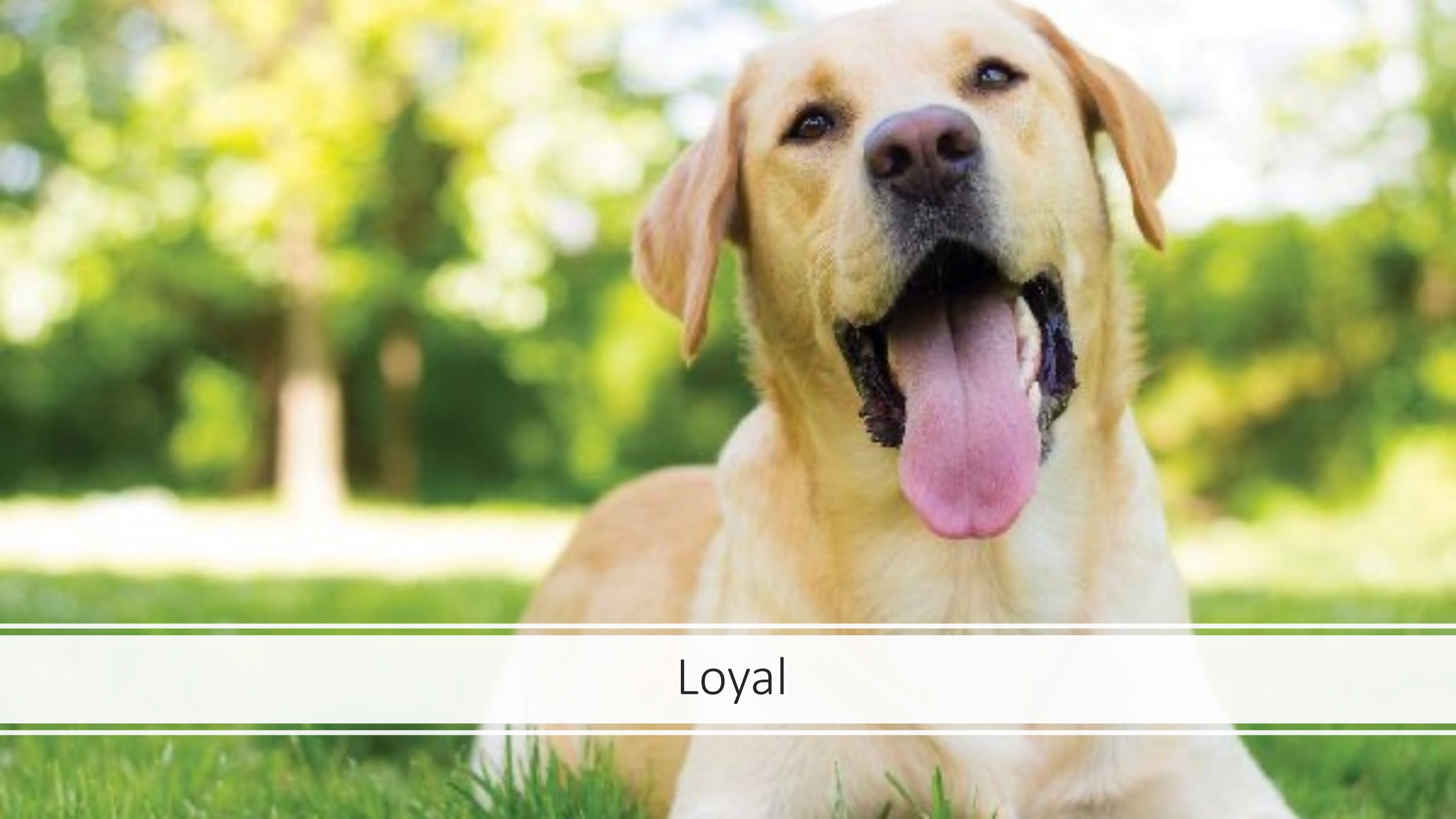
**Jovial  
Trusty  
Sanguine**



# Millie Barker

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Distinctive Brand



Loyal





Gregarious





Ambitious

Hannah Armstrong

Devoted



Tenacious



Positive



Holly Westlake



Animated



Impressionable

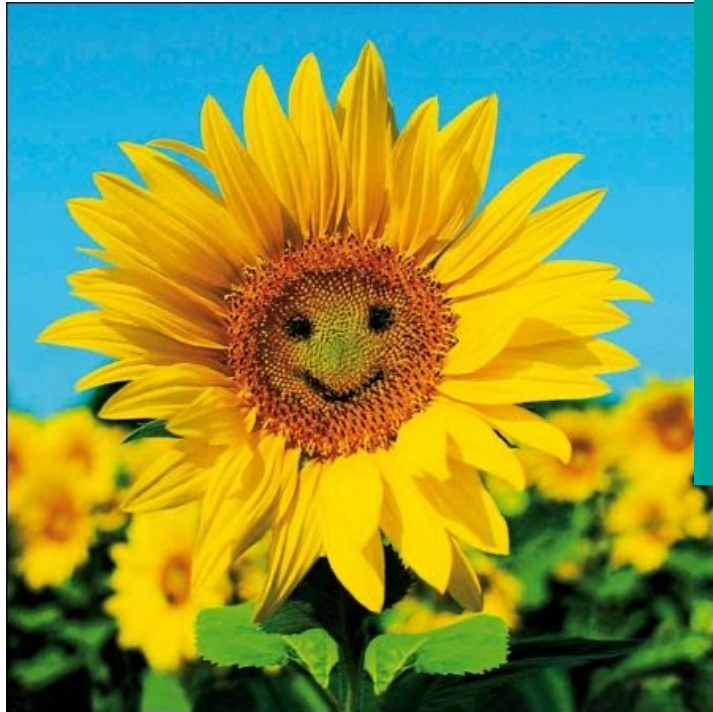


Daydreamer



Shona Martin

*Persistent*  
*Inquisitive*  
*Authentic*





Rory Mountain

### 3 Words:

1. Energetic
2. Collaborative
3. Enthusiastic

### 3 Images:



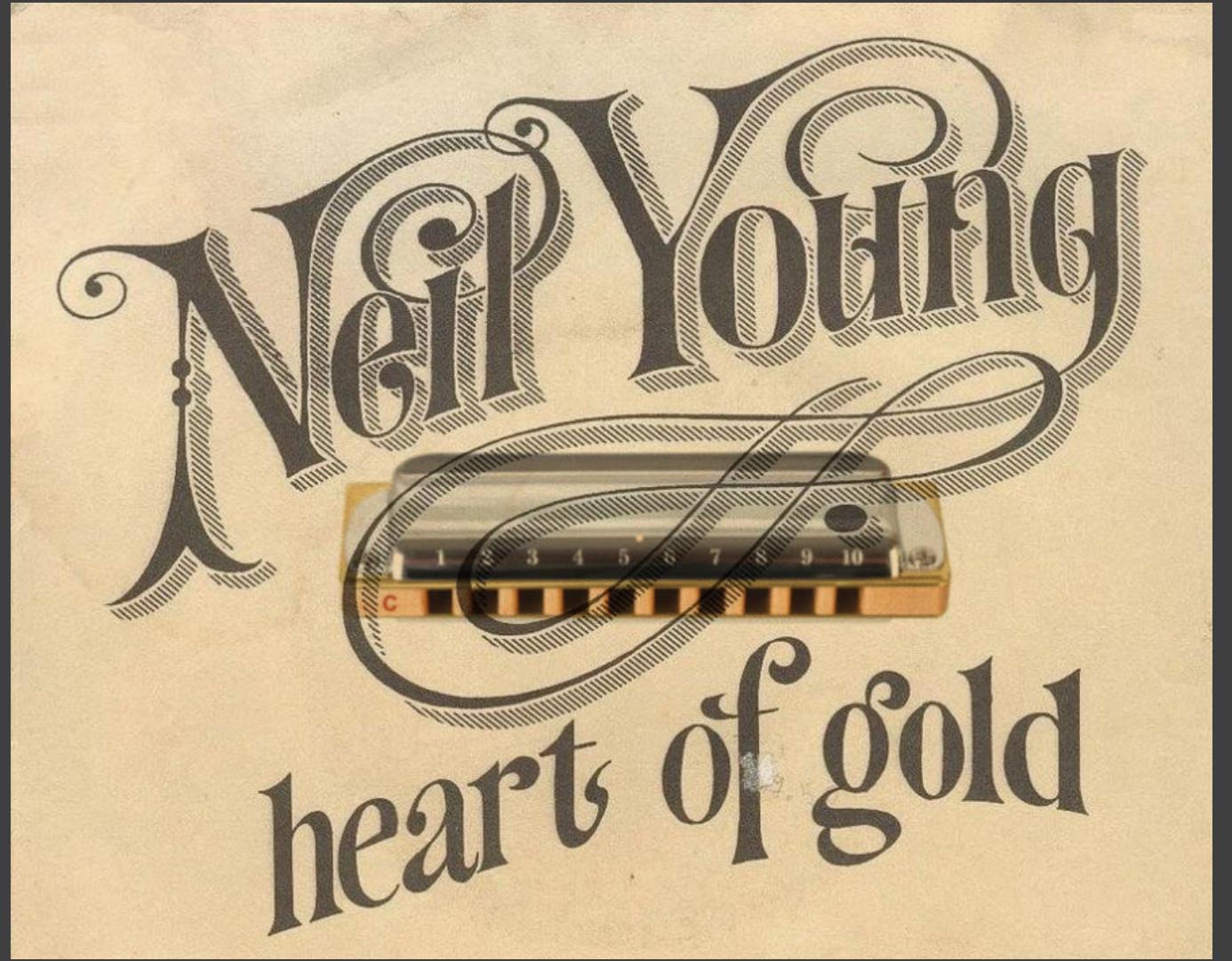
Zara Kelly



Curious



Selfless





Goth

Lydia Harris

**Reliable**

**Freestyle**

**Deadpan**



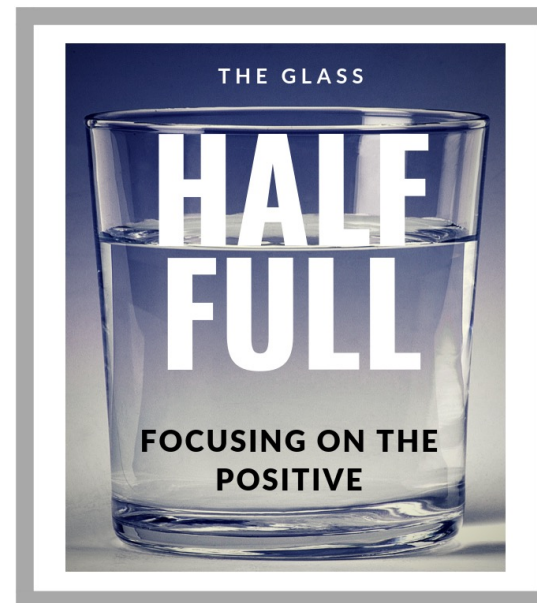


# Olivia Marsters

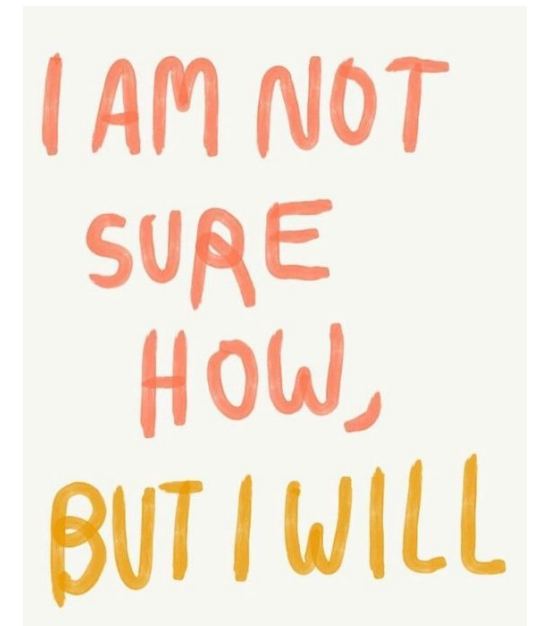
Visionary



Upbeat



Determined



Lianna Carini



***Reliable***



***Homely***



***Humble***



Bronwyn Carolin

# ***3 WORDS***

- *SIMPLICITY*
- *ORDERLY*
- *NURTURER*

# ***3 IMAGES***





Millie Forster

# 3 Words

- Optimistic
- Sarcastic
- Orchestrated

# 3 Images



**Distinctive**  
vs.  
**Different**



# Distinctiveness and differentiation are two different communication lenses

**Distinctiveness** is the reason you stand out – your own symbolic vocabulary

**Differentiation** is the reason to believe – it's what makes you different to the competition.

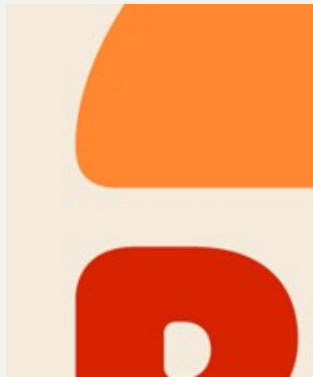
Lead with distinctiveness (and get noticed).

Follow up with differentiation (and be remembered).

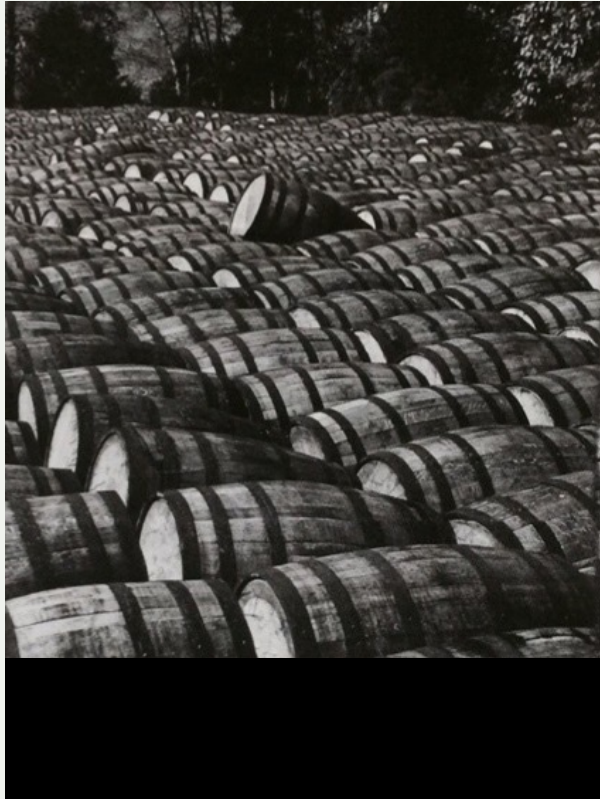
# How to be distinctive

WHO?  
WHAT?  
HOW?  
WHY?

Being known for something is important.  
**Being recognised in the first place is essential**

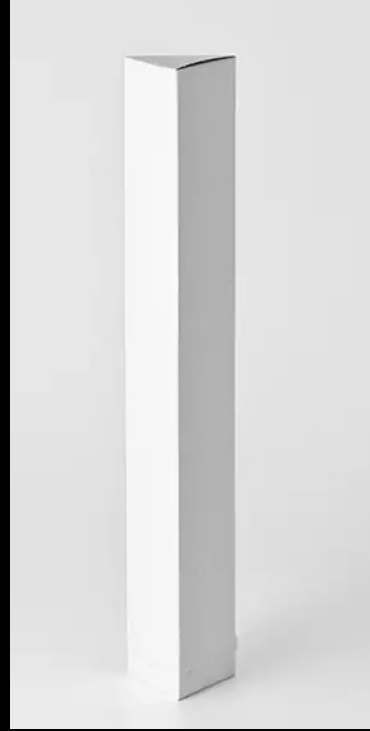


Name. Colour. Typeface.



Context





Shape



Sound

# **Brands are recognised through specific codes**

**Name,  
Colour,  
Typeface,  
Context,  
Shape,  
Sound,  
Channel,  
Tone of voice,  
Stories**

But most importantly what they stand for – their ‘why’

# **The ‘Why’ of an idea**

(The elevator pitch)

# What's the film?

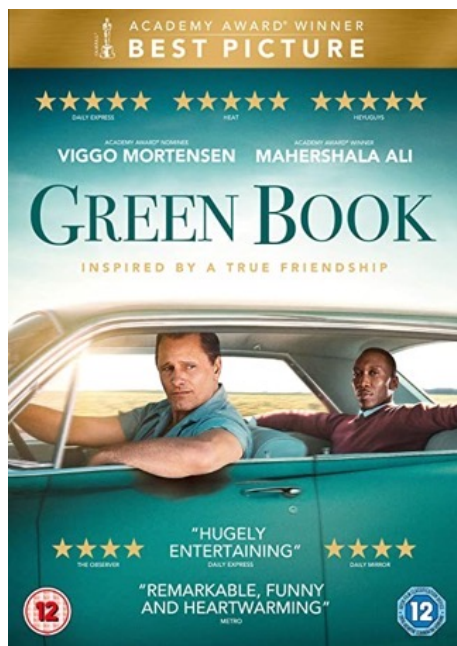
A working-class Italian-American bouncer becomes the driver of an African-American classical pianist on a tour of venues through the 1960s American South.

A young F.B.I. cadet must confide in an incarcerated and manipulative killer to receive his help on catching another serial killer who skins his victims.

Fashionably dressed, the charismatic but deeply flawed Shelby family blind enemies by slashing them with the disposable safety razor blades stitched in to the peaks of their flat caps

When industrial sabotage leads to a catastrophic shutdown of a cloned dinosaur-populated theme park's power facilities and security precautions, a small group of visitors struggles to survive and escape the perilous island.





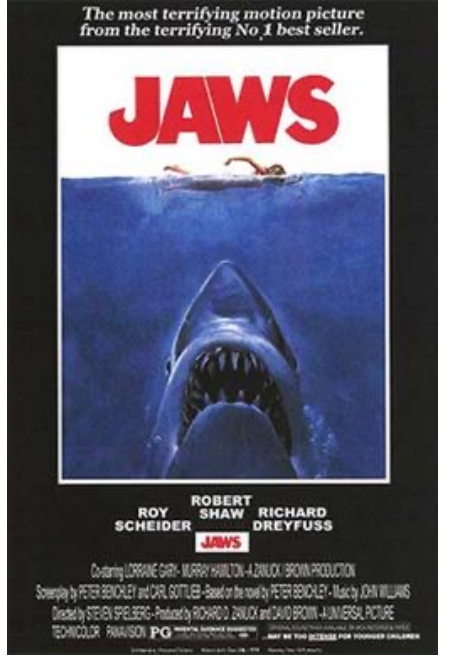
# What's the film?

In space no one can  
hear you scream.

Love, jealousy,  
paranoia, delusions of  
grandeur.  
Toys have feelings too.

There are 3.7 trillion  
fish in the ocean.  
They're looking for  
one.

It's slasher flick meets  
'Moby Dick'.









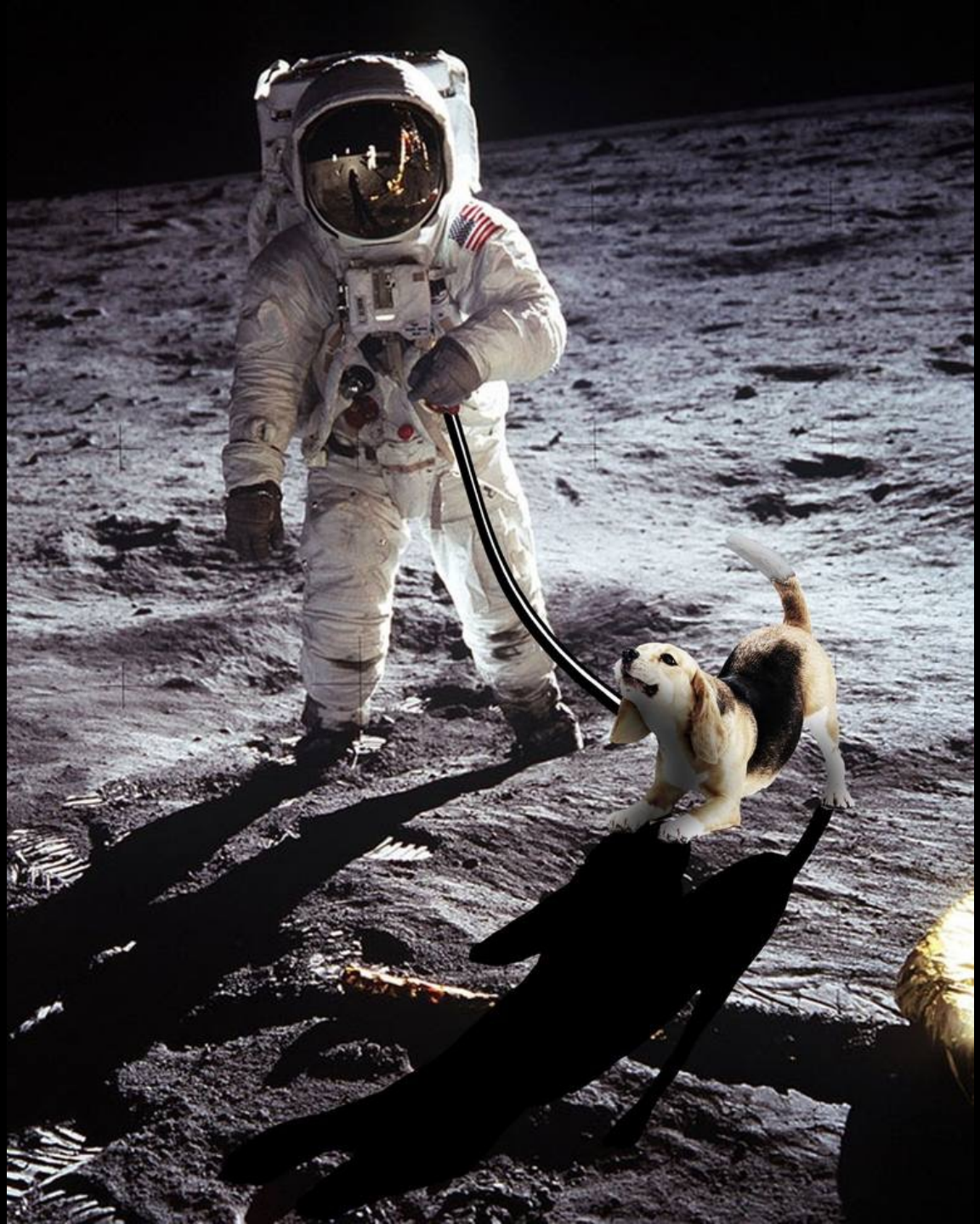
5 min break



**Connecting abstract thoughts is central to creative  
ideation**

2 minute exercise:  
How to take your dog to the moon.















**Breathing life into the strategy**

## Introducing the three box model

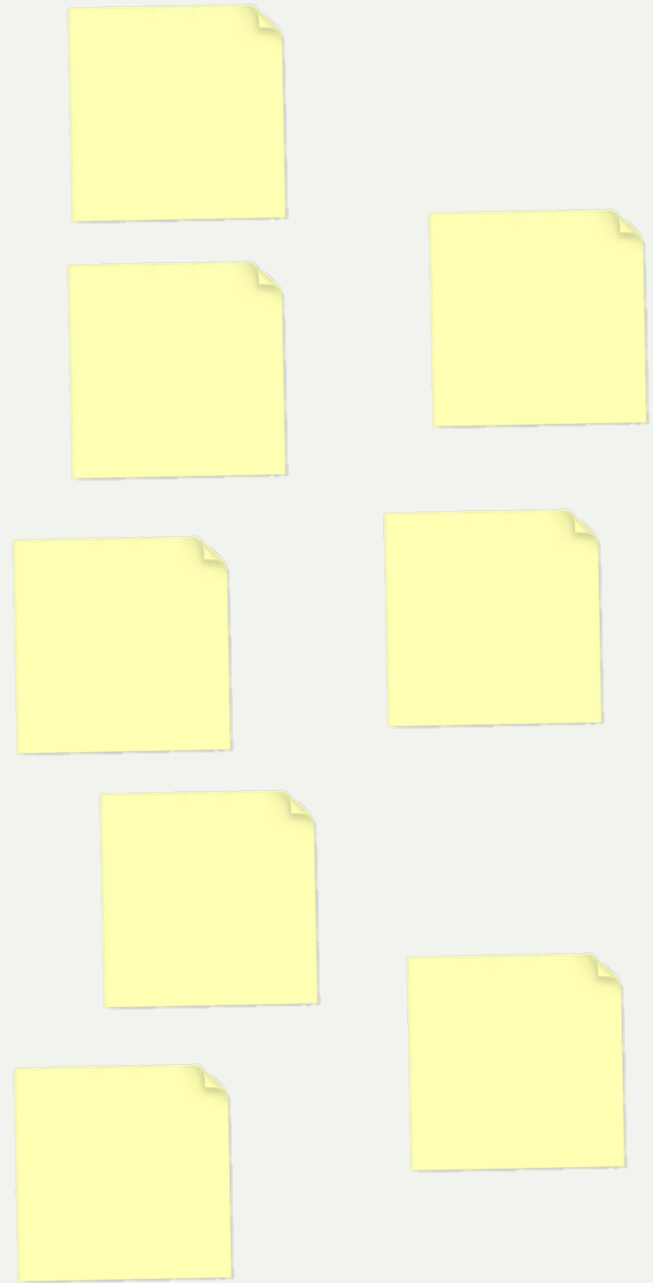
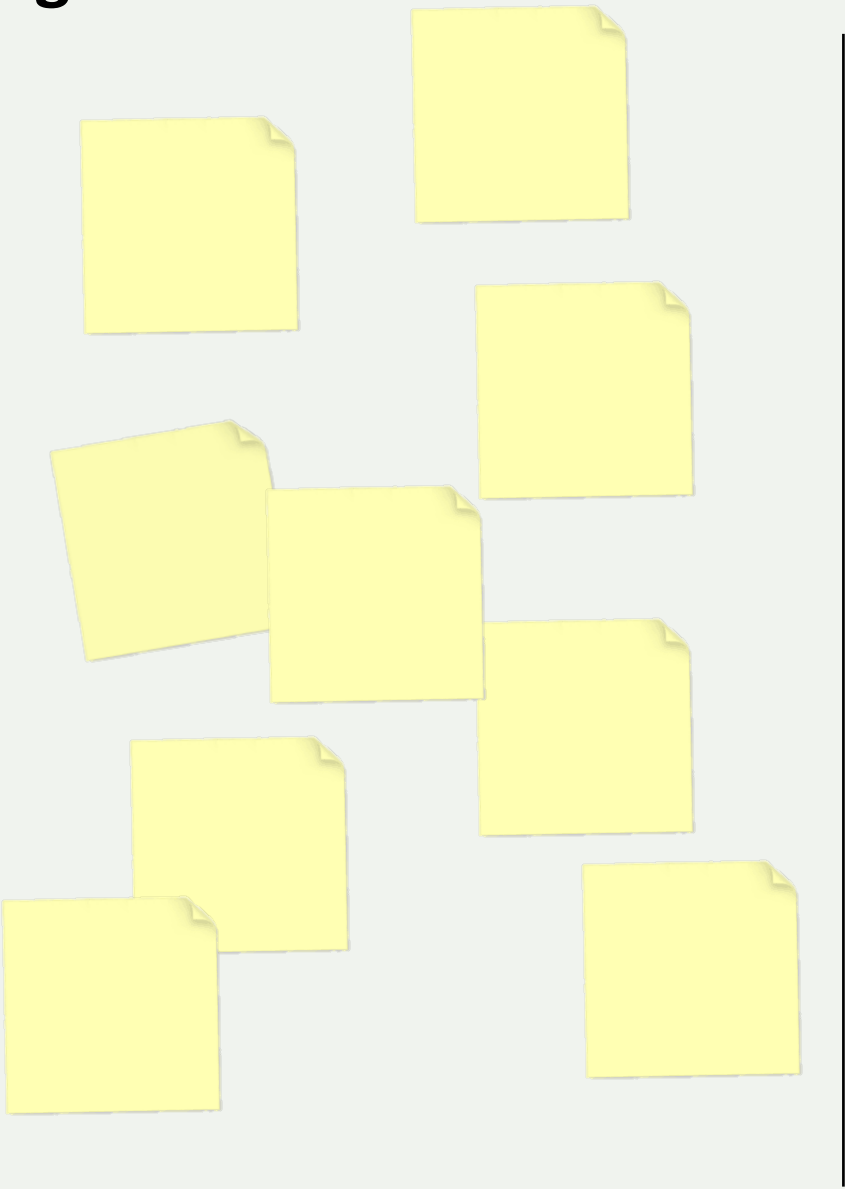
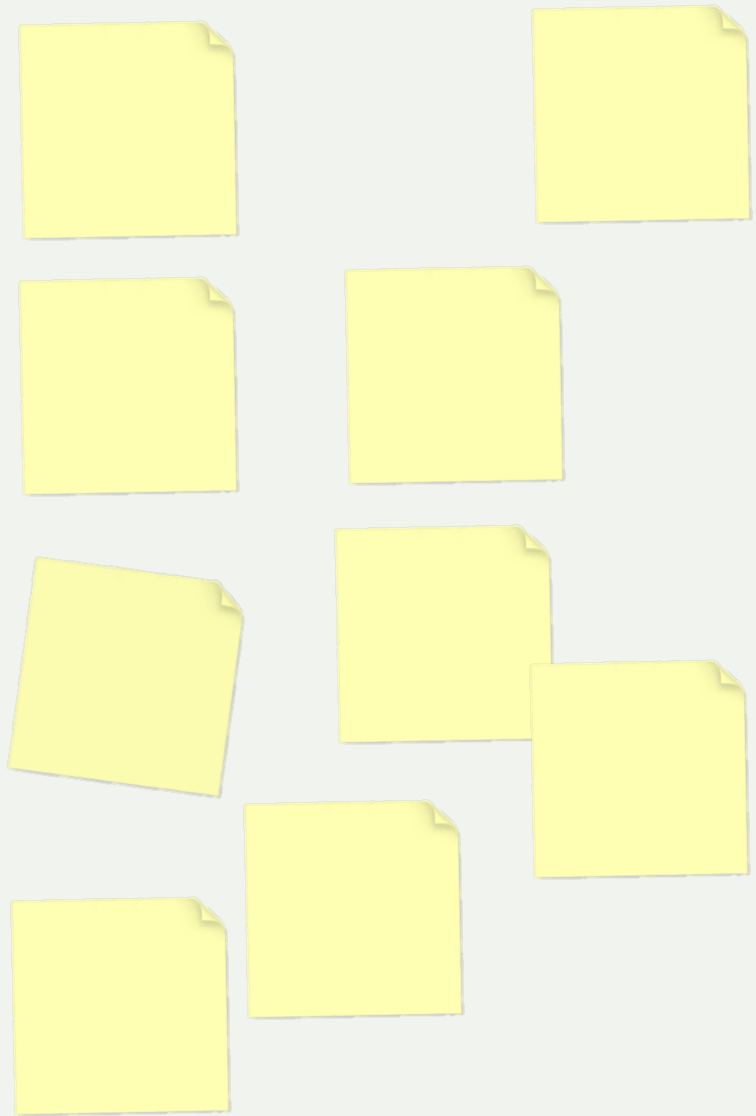
**3 box model:**  
**What you need to translate a strategy into an idea**

INSIGHT

TRUTH

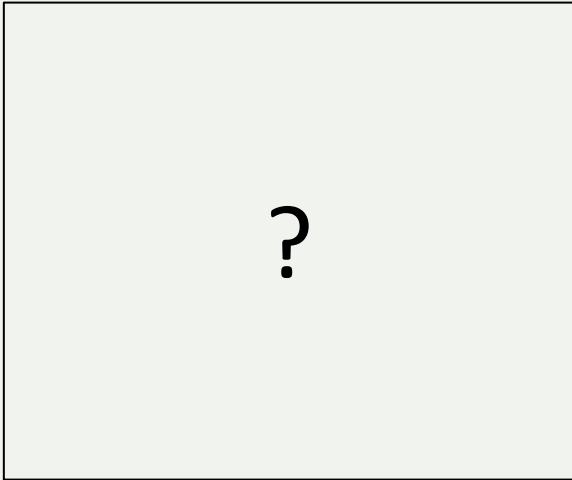
PROMISE

# Post-It note matchmaking

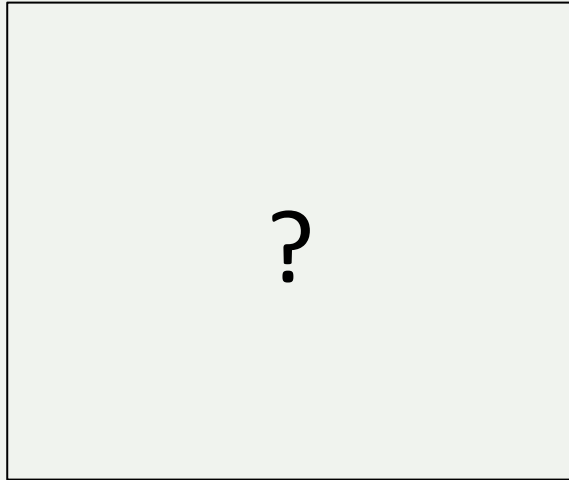


# Brief: help promote energy from wind turbines

INSIGHT



TRUTH



PROMISE





## INSIGHT

I don't feel  
comfortable  
around them

They damage  
nature

I suppose they're  
safer than  
nuclear

Don't care where  
power comes  
from

Blight on  
landscapes

They harness nature's  
natural power

Symbol that we  
are moving away  
from oil and gas

Wind is  
dangerous and  
getting worse

Not bothered to  
know where my  
energy comes from

Energy is a utility.  
People don't care where it  
comes from

Don't they use  
lots of concrete –  
not very carbon  
friendly

## TRUTH

## PROMISE

## INSIGHT

Wind turbines  
are ugly

They damage  
nature

Don't care where  
power comes  
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Safer than  
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## TRUTH

Each turbine is capable of  
producing 1.5 megawatts  
for a total of 7.5  
megawatts, enough energy  
to power approximately  
2,500 homes

Better for human  
kind than oil and coal

Energy produced by  
one wind farm has  
saved the energy  
equivalent of 11,964  
barrels of crude oil per  
year. (in 10 years)

Inconsistent  
power source

Clean energy is  
better for the  
climate

Energy produced by  
the wind farm saves  
the energy equivalent  
of 11,964 barrels of  
crude oil per year.

Expensive to  
maintain

Geothermal energy is  
the cheapest form of  
clean energy out there,  
with wind energy a  
close second

## PROMISE

## INSIGHT

Wind turbines  
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They damage  
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Safer and more  
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## PROMISE

## Creating personality in a cold, indifferent sector

Energy is a utility.  
People don't care  
where it comes from

Some energies  
have more human  
relevance than  
others

Harness the wind  
for good





# Breakout

# Sell an Apple watch

INSIGHT

BRAND TRUTH

PROMISE



The obstacles to creativity

## Problem 1: Different brains and creative conflict



Baroness Susan Greenfield CBE, FRCP, (neuroscientist, AI tech entrepreneur) has suggested that only 1 in 5 people is capable of having an original idea.

In other words, 80% of people, when presented with something completely new to them, are not equipped to be able to understand it let alone agree to it.

In these circumstances, extraordinary trust is required to prevent outright rejection.

## Problem 2: Articulation

**What did this man say?**





## Problem 2: Articulation

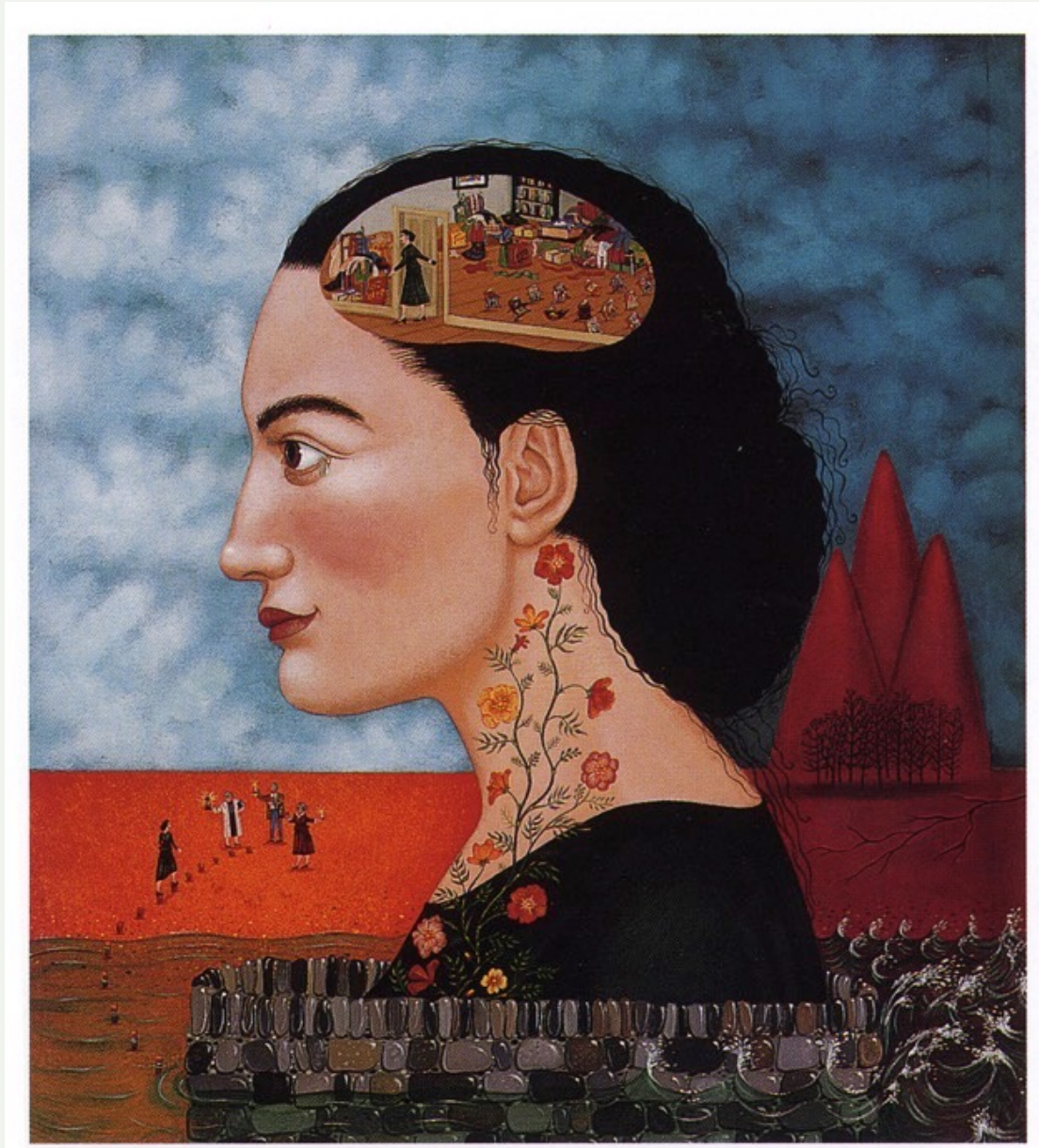
What did he NOT say?



“I have a six point plan”

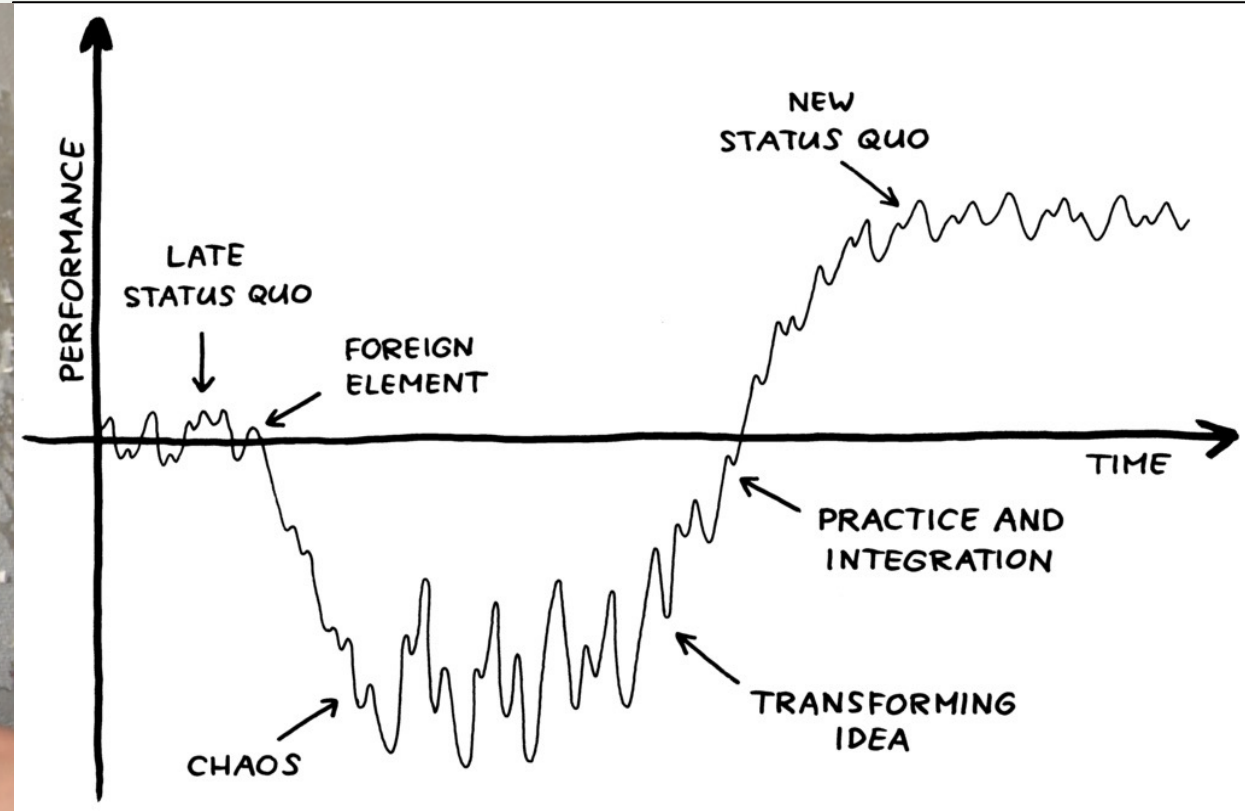


### Problem 3: People see things differently





## Problem 4: People don't like change



‘Everyone loves inspiring beginnings and happy endings; it is just the middle that involves hard work’

## Problem 5: People don't like failure

“Creativity is something we can all improve at... it is about daring to learn from our mistakes”

James Dyson

Dyson spent five years and 5,127 prototypes inventing the world's first cyclonic vacuum cleaner.

Launched in **1993**, the DC01's revolutionary technology solved the everyday problem of vacuums losing suction.





NO MATTER TRY AGAIN  
FAIL AGAIN FAIL BETTER



# Art & fear

~  
Observations  
On The Perils (and Rewards) of  
ARTMAKING  
~

DAVID BAYLES & TED ORLAND





Ceramics teacher announced on the opening day of class that he was dividing the students into two groups.

Group 1 were told that they would be graded on quantity - the number of pots they could make in 2 weeks

Group 2 would be graded on quality - they just had to bring along just one perfectly designed pot.

While the 'quantity' group was busy churning out work and learning, the other group sat theorising about perfection and had little to show for their efforts.



10 min break

**Big leap creative thinking**

**‘The problem is the problem’**

Bob Gill







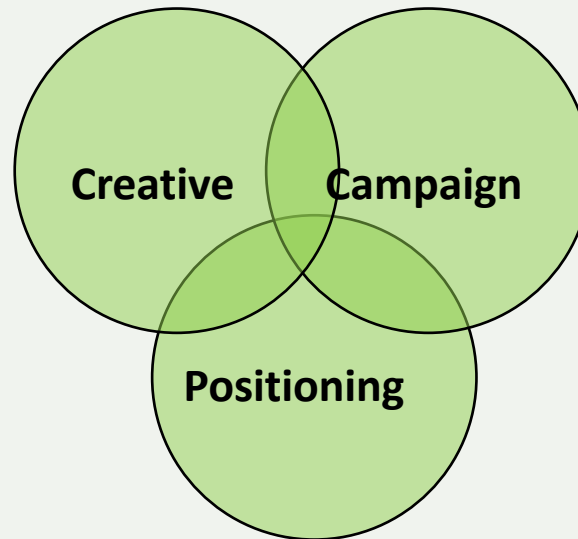




**What kind of idea have you got?**

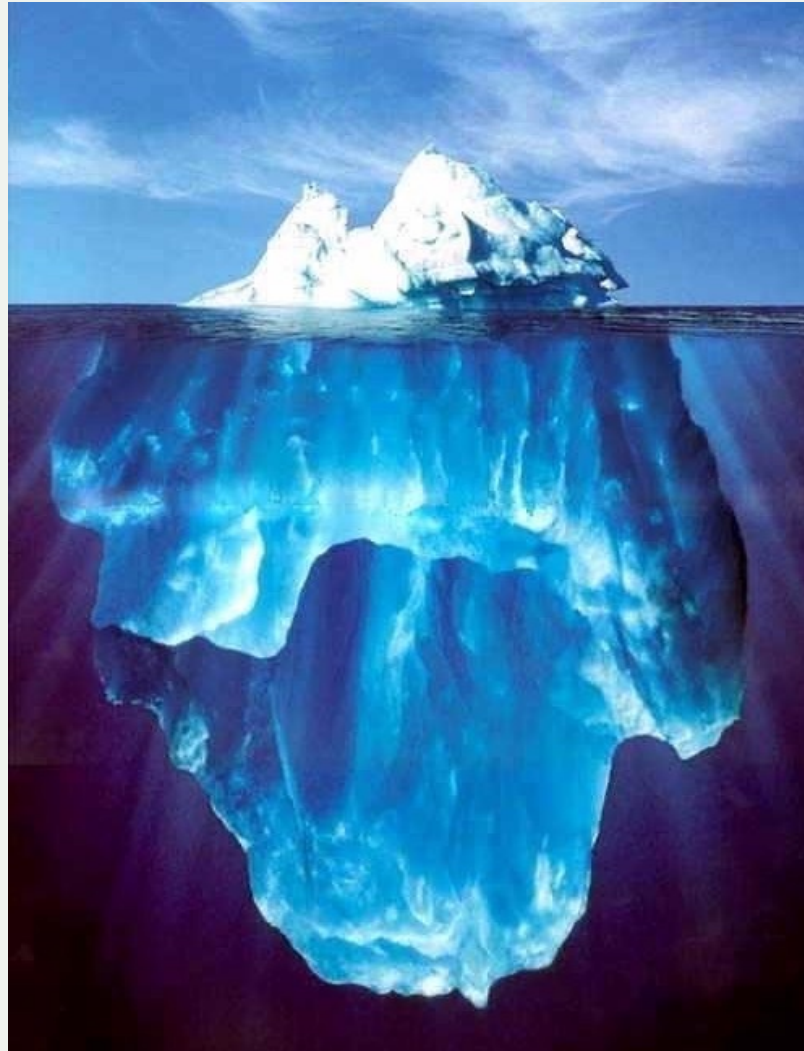
# Creative solutions to problems

The different types of idea





# The Unilever iceberg



Creative idea

Campaign idea

Positioning idea



#### **WE'RE SORRY**

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit [kfc.co.uk/crossed-the-road](http://kfc.co.uk/crossed-the-road) for details about your local restaurant.

## A campaign idea



<https://www.youtube.com/watch?v=ARS78eTBia8>





## A positioning idea



<https://www.youtube.com/watch?v=foC7YGg0Hn0>





Reframing



# COI's Fire Prevention campaign

## Stage one thinking:

You prevent kitchen fires by showing how terrible they are.

# COI's Fire Prevention campaign

## Stage one thinking:

You prevent kitchen fires by showing how terrible they are.

## Stage two thinking:

You question the brief to determine if this approach will be successful.

**Q:** How would they know if the campaign was successful – how would they measure it?

**A:** the number of chip-pan fires would go down.

**Q:** How will they measure if fires went down?

**A:** by the number of Fire Brigade callouts.



# COI's Fire Prevention campaign

## Stage three thinking:

You reframe the brief

**Q:** How can you prevent Fire Brigade callouts,

**A:** instead of just saying fires were bad, tell people how to put out the fire themselves before they had to call out the Fire Brigade.

Instead of just negative ads scaring people, the positive campaign included useful information.

When the campaign ran it reduced Fire Brigade call-outs down by 40%, and won a D&AD award.

Just by persistent questioning instead of accepting apparently locked-off thinking.

Fat words

## **Avoid 'fat' words**

**Best**

**Love**

**Quality**

**Value**

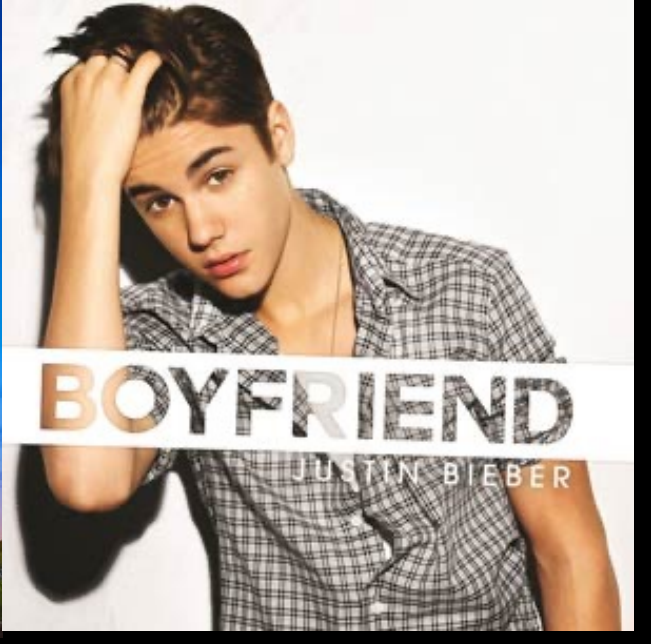
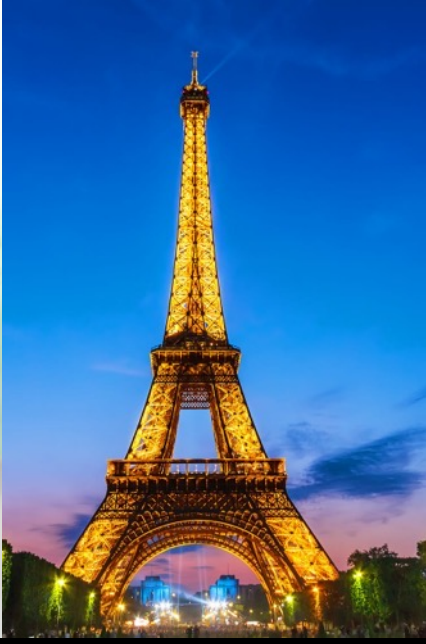
**Good**

**Great**

**New**









# Homework

## Breathing life into the strategy HOMEWORK

This homework will hopefully help you with your assignment.

I'd like you to do a creative review of different brands (or a brand) that have (has) done things 'differently' to create increased awareness. By differently I mean something that reframes the category; or that sets out to shift perception..

Within this I'd like you explore what the idea(s) is (are) and how successful you feel they are from the point of view of being impactful, resonating with the audience, and creating empathy. Outline what you would do differently, if anything.

Keep it simple and concise. Quality always wins over quantity (say, around 750 or so words)

Thanks. Have a good day